Movie Theater App

Team

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Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

We're creating a movie theater app to help people find and purchase movie theater tickets. We need to find out if the main user experience, finding and purchasing tickets, is easy for users to complete.

Study Details

Research Questions

How long does it take to purchase movie theater tickets in the app?

What can we learn from the user flow, or the steps the users take, to purchase tickets?

Participants

5 participants

2 female, 2 males, and 1 non-binary individual between 20-60.

Methodology

10 minutes per participant

United States, remote

Moderated Usability Study

Users were asked to perform tasks in a low-fidelity proto-type

Prototype / Design Tested

Link:
https://www.figma.com/file/WFYF2Pbt4h
73J8Gs858ajj/Mobile-Movie-Theater-App
?node-id=0%3A1Show a screenshot an
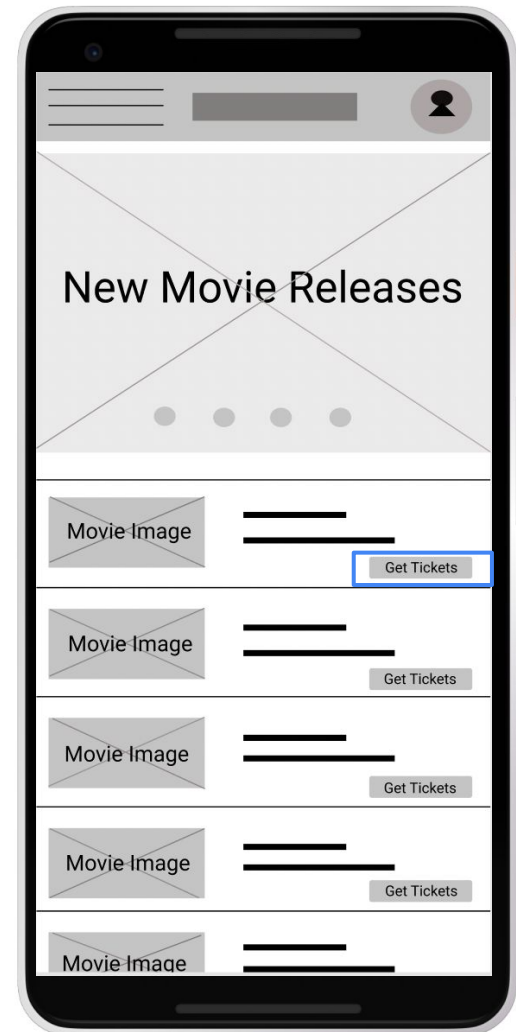include a link to the prototype (if
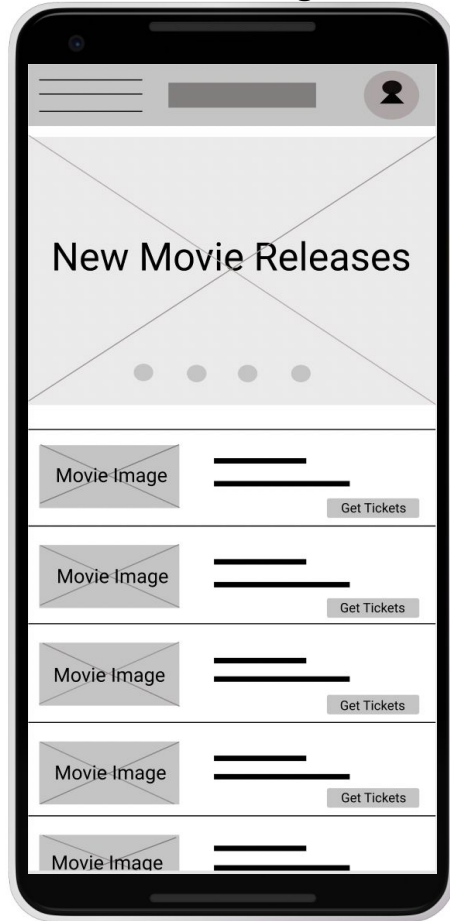applicable)

Themes

All participants want to purchase movie tickets.

- 5 out of 5 participants had trouble selecting a movie.

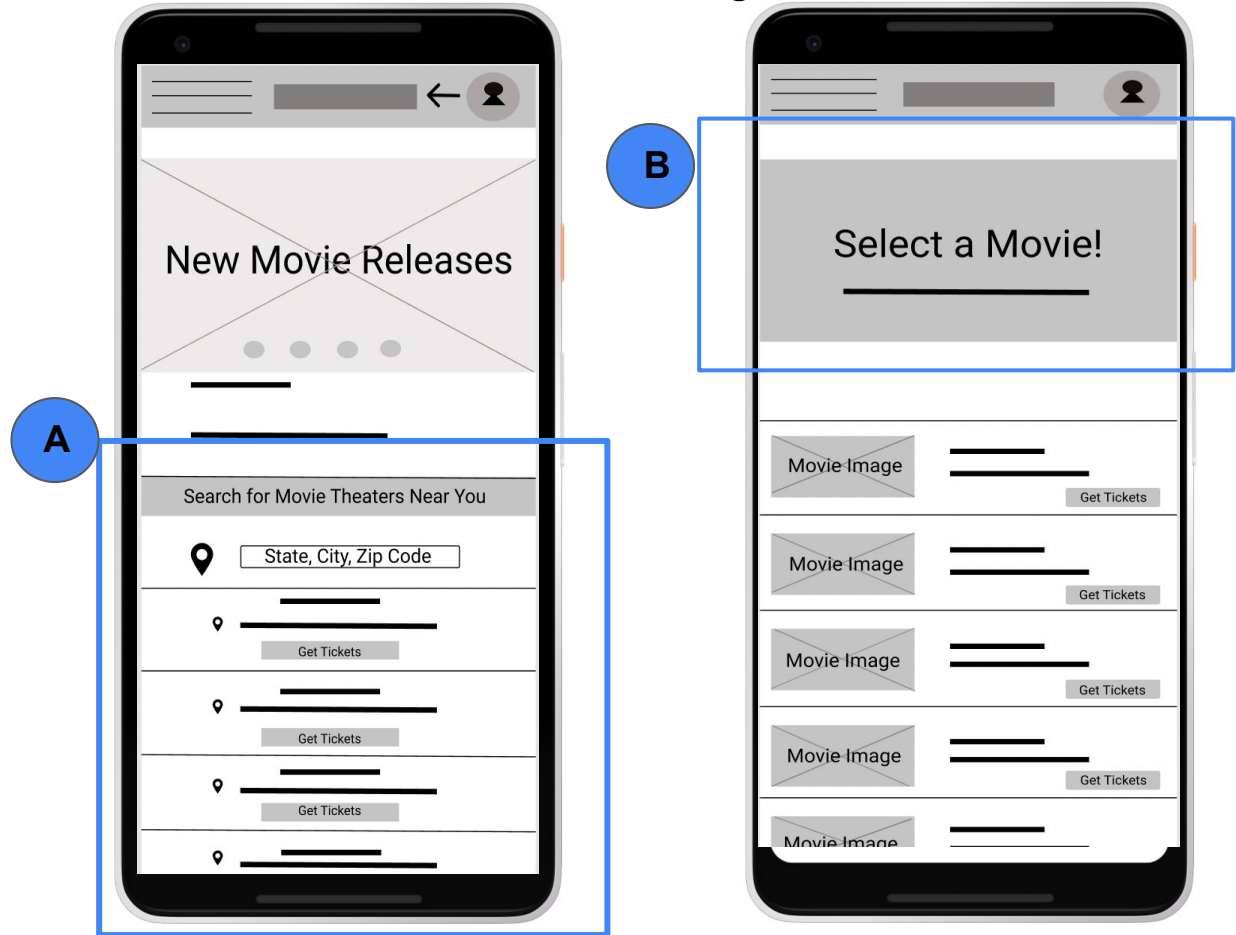- 3 out of 5 participants were confused on whether they had selected a movie.

""I thought I picked the ticket by choosing the button but I became confused when I had to choose a movie theater near me. What if I chose a movie that my favorite movie theater wasn't showing?" (Participant E)

Before Changes

After Changes

New Movie Releases

New Movie Releases

A

Search for Movie Theaters Near You

State, City, Zip Code

Get Tickets

Get Tickets

Get Tickets

Movie Image

Get Tickets

Movie Image

Get Tickets

Movie Image

Get Tickets

Movie Image

Get Tickets

Movie Image

Get Tickets

Movie Image

Get Tickets

Movie Image

Get Tickets

Movie Image

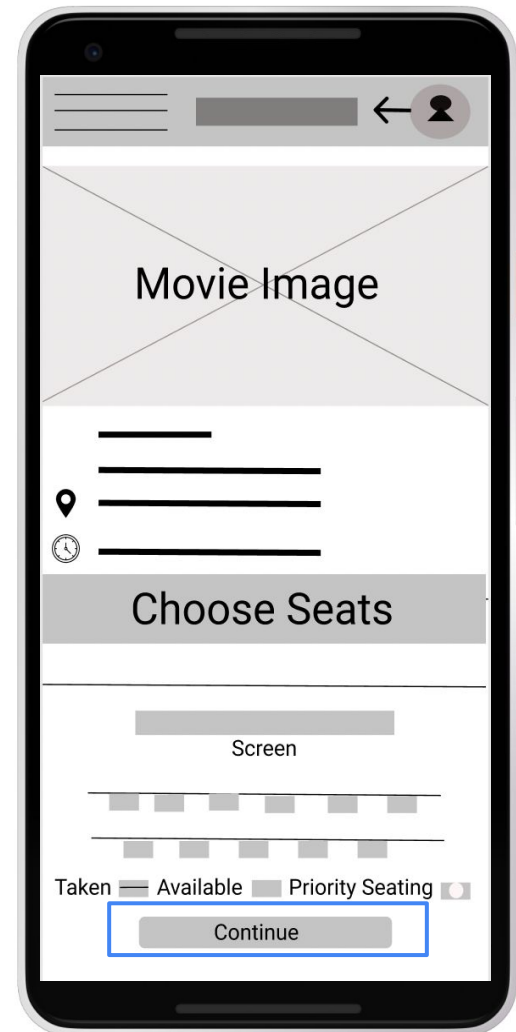Movie Image

B

Select a Movie!

Changes Made

A-The first change made was to switch the home screen scroll application to display a search engine for movie theaters near the user.

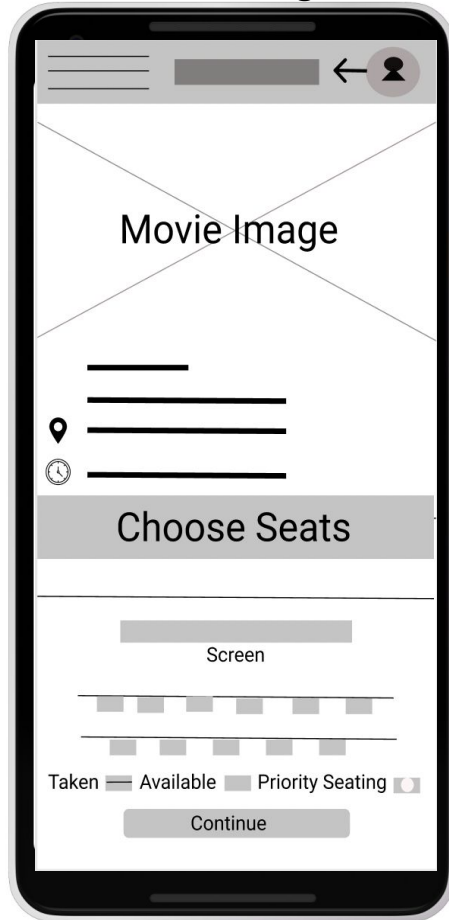B-The second change was to include an image with directions that it is now time to select the movie.

Most participants had trouble selecting seats.

- 4 out of 5 participants had trouble selecting seats.

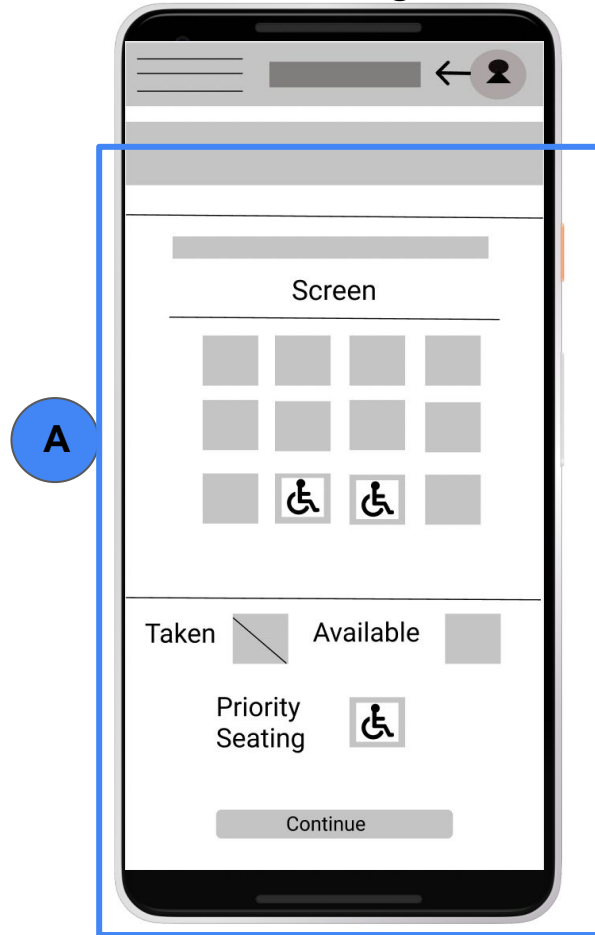- 5 out of 5 participants pointed out the seat images were to small for selection.

""I got a little stuck when you said select the seats. I clicked on them a few times before I realized that nothing would happen. Also, there's not many seats to click on and they are too small. I thought my fingers were to big." (Participant C)

Before Changes

After Changes

Movie Image

Choose Seats

Screen

Taken — Available ▢ Priority Seating ◐

Continue

Screen

Taken ◨ Available ▢

Priority Seating ♿

Continue

A

Changes Made

A-The changes made were to make the seat selection images larger. The icons and image for priority seating were enhanced as well.

# All participants were able to purchase movie theater tickets.

- 5 out of 5 participants did not have trouble confirming purchases.

- 3 out of 5 participants commented that receiving a purchase order confirmation was helpful.

""I like that the confirm purchase was there where I knew just to click the button and that it shows me my purchase order confirmation after." (Participant C)

All participants were able locate movie theater tickets.

- 5 out of 5 participants did not have trouble locating tickets.

- 5 out of 5 participants clicked the view ticket button.

- ""This one was easy because under purchase confirmation it says view tickets on this button." (Participant A)
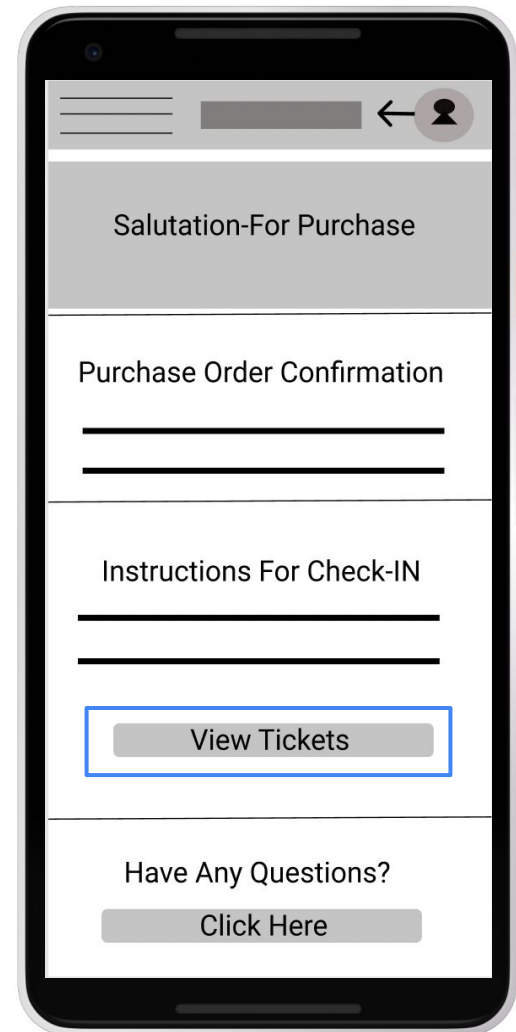
Insights & Recommendations

Research insights

Unable to select a movie.

In users general find selecting a movie before selecting a movie theater frustrating.

Users have trouble selecting a seat

In general users find the seat selection images to small.

All participants were able to purchase movie tickets.

All participants were able to confirm and purchase tickets.

All participants were able to locate their tickets.

All participants selected the view movie tickets button.

Recommendations

- Make it possible to choose a movie theater location first before choosing a movie.

- Enlarge the seating images for easier selection by users.

- Keep the purchase order information the same as is.

- Keep the view ticket purchase button the same as is.

Next Steps

- Create a high-fidelity proto-type
- Conduct a moderated user ability study

Thank you!